

Desktop Publishing

Here are some hints to make your desktop publishing look more professional

One Space Not Two

Although our typing teacher insisted we put two spaces after a period, using a desktop publishing program makes the double space unnecessary. It can even give the document an unprofessional look.

Avoid Double Returns

Don't type <enter> twice to start a new paragraph. Learn to use the 'space before' and 'space after' features of the paragraph format and avoid big, awkward gaps.

When to Center

Centered items give a stable, formal look.
Too much centering can be boring!
Look through magazines to get ideas for different layouts.

If you are going to center, **do it with gusto!**

Sans-Serif or **Serif**?

In typography, a sans-serif font is one that does not have the small features called "serifs" at the end of strokes. The term comes from the French word sans, meaning "without."

In print, sans-serif fonts are more typically used for headlines than for body text. The conventional wisdom is that serifs help guide the eye along the lines in large blocks of text.

Sans-serif fonts have become the de facto standard for body text on-screen, especially online because electronic screens (computer monitor or otherwise) provide a cleaner and more legible rendering of sans-serif fonts than they do for serif fonts.

Source: *Wikipedia.com*

Use *shift-enter* to start a new line. This will help when you don't want to use the standard paragraph format

Indentation

On a typewriter, you learned to indent five spaces or one-half inch. In desktop publishing, an indent is one *em*. An em is equivalent to the point size of the font. In other words, in a 10-point type, one em would be 10 points wide. For a 36-point type, an em is 36 points wide. Basically it looks like two spaces, not five.

Use bullets

- ✓ Using hyphens as bullets is a typewriter habit; it looks dumb.
- ✓ Change your bullet image by using characters from Dingbats, Wingdings, Webdings or the symbol font.
- ✓ It's amazing how you can change the look of your document by only changing your bullet image.



PRESBYTERY OF LAKE MICHIGAN

Lake Michigan
Presbytery
Communications

Jane McGookey
mcgookey@key-web.net

Default Font

You don't have to use the default font size of 12-point. Often 12-point is too large. Set the same paragraph in 10, 11 or 10.5-point. Print and compare the two printed documents. Which gives you the more professional look? Add an extra 1 or 1.5 points of line space in the paragraph format; compare again.

Use a true type font

True type fonts are scalable fonts. Leading spaces will not be as noticeable as a non-true type which will result in a jagged look

Avoid Gray Space!

Just because you can set the background color in a text box doesn't mean you should. Gray backgrounds make it difficult to read text. Use a combination of **bold text**, white space and varying border thicknesses.

Quotes

Use the keystrokes to type real "quotes" rather than straight quotes. Use correct punctuation by putting quotation marks and apostrophes in the right place.

Double Dash - -

Use a long dash instead of two hyphens. Many word processors will do this automatically, check help if your software doesn't do this automatically. A long dash is also called an 'em dash' (length of the dash is equal to the height of the text).

Limit Use of Borders

They can be distracting and take away from what you are trying to communicate.

Where's the Justification...

It is tempting to use full justification because it gives a nice straight column but it makes it more difficult to read. Notice the gaps in this paragraph because we used 'Justify'.

ALL Caps?

It often ALL CAPS does not have the effect you think. Another method may be more **striking**. In email all caps is considered SHOUTING!

Never Use Underline

Use *italics* and **bold** instead.

Use italics for *book titles*!

Don't use outline
or shadow.

It is hard to read!



Another set of eyes can help. Sometimes we get too familiar with the project we are working on. Ask a colleague to look at your printed document to make sure it is readable.